

## Dr. Sachin R. Wankhede



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### Summary:

- HOD and SPPU approved Associate Professor at Department of Management Studies, Smt. Kashibai Navale College of Engineering, Vadgaon (bk), Pune -41
- Having 16 years of blended experience, always striving for excellence in academics & student development.
- Proficient in the areas of Marketing, General Management, Retail Management, Entrepreneurship Development, Research, Training & Development, Placements etc.
- Participated & organized several National & International Conferences, Seminars, Workshops, HR Meets, and Job Fairs etc.
- Worked as an Editor for SIBACA Management Review ISSN-2231-5861.

### Education: B.A, M.A (Eco), M.B.A. (Marketing), Ph.D.

- **Ph.D** in Commerce & Business Management  
Rashtrasant Tukadoji Maharaj Nagpur University in (2012- 2016).
- **M.A. (Economics)**  
Savitribai Phule Pune University (SPPU -20018-2020)
- **Master of Business Administration (M.B.A)** in Marketing  
Dr. Babasaheb Ambedkar Marathwada University, Aurangabad in (2005-2007)
- **Bachelor of Arts (B.A)** in Economics, Political Science &History  
Dr. Babasaheb Ambedkar Marathwada University, Aurangabad (2001-2004)

**Academic Experience:**

Sr.No	Organisation	Designation	Period	Major Responsibilities
1.	Department of Management Studies - SKNCOE	Head of the Department	1 <sup>st</sup> Dec 2020 till date	<ul style="list-style-type: none"><li>Responsible for providing oversight, coordination and programmatic leadership to ensure the efficient operation of the MBA Program</li></ul>
2.	Sinhgad Institute of Management & Computer Application, Narhe, Pune.	Associate Professor	18 <sup>th</sup> June 2019 till Nov 2020	<ul style="list-style-type: none"><li>NAAC / IQAC Co-ordinator</li><li>Convener Placements</li><li>In charge- Social Media &amp; PR</li><li>Member NBACommittee</li><li>Overallacademics</li></ul>
3.	Sinhgad Institute of Business Administration & Computer Application (SIBACA)	Associate Professor	1 <sup>st</sup> Dec 2016 till 17 <sup>th</sup> June 2019	<ul style="list-style-type: none"><li>Overall academics</li><li>NAAC Co-ordinator</li><li>In-chargeIQAC</li><li>Member of Quality Assurance Committee</li><li>Convener Placements &amp; IR</li><li>Editorial Member - SMR Research Journal(ISSN-22315861)</li></ul>
4.	Sinhgad Institute of Business Administration & Computer Application (SIBACA)	Assistant Professor	1 <sup>st</sup> July 2007 to 30 <sup>th</sup> Nov 2016	<ul style="list-style-type: none"><li>Overallacademics</li><li>In-Charge – Training &amp; Placements</li><li>Member of Corporate Relationship Group(CRG)</li><li>Member of Student Training Program Committee (STP-Engineering)</li><li>Editorial Member- Pinnacle– Students Research Journal (ISSN-2454-5341)</li></ul>

5	Sinhgad Institute of Business Administration & Computer Application (SIBACA)	Lecturer	1 <sup>st</sup> Feb 2008 to 30 <sup>th</sup> June 2009	<ul style="list-style-type: none"> <li>• Course Coordinator-Marketing</li> <li>• Overall academics.</li> <li>• Cultural Head.</li> <li>• Exam Co-ordinator.</li> </ul>
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### Industry Experience:

- Worked as a **Financial Service Manager** in Direct Marketing Vertical of Aviva Life Insurance Pvt. Ltd & ICICI Prudential LIC Pvt. Ltd at Aurangabad (2006 to 2008)

### Key Areas

- Marketing Management, Management Fundamentals, Service Marketing, Sales & Distribution Management, Retail Management, International Marketing, Brand Management, Marketing Strategy, Contemporary Market Research, Knowledge Management etc.

### Research & Publication:

- 'Impact of merchandising Aspects On Customers 'purchasing Behavior', Science, Technology and Development, 10(1), ISSN : 0950-0707. Jan 2021. (UGC-Care)
- 'Study on the impact of occupational stress communication effectiveness among employee of select companies of Nagpur', Psychology and Education, Vol. 57 (9), 1306-1310 ISSN: 00333077 (2021-01-26). (SCOPUS)
- 'Revenue Generation through implementation of GST in India: A Tax Resilience Approach', ICIIST 2021, International Conference (SKNCOE). May 2021
- "To study consumer concerns and preferences in cashless payments in Pune", International Conference On "Innovations in IT and Management" Our Heritage, ISSN: 0474-9030 Vol-68, Special Issue-27 (Feb.2020). (UGC-Care)

- Overview of the Indian M-Commerce Market: Opportunities & Challenges, Global M-Commerce-Opportunities & Challenges, Vol-I, ISBN: 978-194417190-2, Oct 2016.
- A Study Of Strategies For Online Marketing With Reference To Vinsys IT Services (I) Pvt. Ltd. Pune, Global M-Commerce-Opportunities & Challenges, Vol-I, ISBN: 978-194417190-2, Oct 2016.
- Impact of Food Retailing On Consumer Perception & Behaviour with Special Reference to Packaged Food Products – An Analytical Study on Vidharba Region (2004 – 2012), Doctoral Thesis at Rashtrasant Tukadoji Maharaj Nagpur University in Feb 2016.
- Digital India- A challenge to create digital infrastructure & digital library, Digital India-Opportunities & Challenges, Volume-I, ISBN: 978-93-5254-058-7, 2015.
- Ongoing funded research of University of Pune, titled, an impact of social media in B - School students with reference to Pune city.
- An impact of social networking sites on social & professional behavior of B'School students in Pune city, International Conference on Change for Sustainable Businesses, ISSN.2277-2170, Feb 2015.
- A study of consumer behavior and brand preference for packaged milk w.r.t.Satara district, Confluence 2014, ISBN. 978-81-929101-0-9, 2014.

#### **Personal Profile:**

- Date of Birth : 2<sup>nd</sup> June 1983.
- Marital Status : Married
- Language Known : English, Marathi, Hindi.
- Religion : Hindu, OBC (Mali)
- Native Place : Aurangabad (Maharashtra)

**Dr. Sachin Wankhede**